

# 10

THINGS THE TOP 1% OF

# SALES

# PRODUCERS

# DO DIFFERENTLY

**TOP GUN**

[WWW.TOPGUNBA.COM.AU](http://WWW.TOPGUNBA.COM.AU)

## 10 Things The Top 1% of Sales Producers Do Differently

Have you ever wondered why some sales people consistently perform at a very high level success? Why they produce such extraordinary sales results, while 90% or more of sales people struggle to even survive?

Well we did, and in 1990-91 we conducted our first research study on this subject across Australia, New Zealand and South East Asia seeking the answer. This involved studying thousands of sales people across more than 300 different industries.

**This study however did reveal their “secrets”.**

We discovered that there were certain functions in the sales process, that all high achievers excel in, and have in common, and it is these things which they do consistently, which enables them to consistently produce such extraordinary results.

By the way, this research continues today and continues to confirm our original findings.

Now you might think that these people probably do hundreds of things differently to the average sales person every day, but you'd wrong.

In fact we found that they do only about 10 things differently to the average sales person, but they do them every day, and these 10 things account for about 95% of their success.

So here are the 10 things that the Top 1% of sales professionals do differently, that puts them in the Top 1% of Sales Producers.

## 1. They develop and take action daily to maintain a positive mental attitude

A Harvard University study many decades ago confirmed that 80% or more of our success in life is determined by our attitude and motivation.

Many sales people for example know exactly what they **should** do every day to be successful, but they just don't do it.

Why? Well, a lot of it is negative programming and negative self-talk.

They hear a little voice in their head saying, *"The economy isn't good right now, so people aren't buying, so there is no point making phone calls"*.

Or they hear...

*"There is so much competition out there and their prices are so much cheaper, so I'm never going to win business against these competitions"*.

Well, the Top 1% of sales achievers realize that **80% or more of their success is going to be determined by their attitude and motivation**, and hence they **do certain things every day** to maintain a very positive mental attitude, and a high level of motivation.

**Firstly they replace negative self-talk with positive self-talk and affirmations.**

Eg. *The economy isn't good right now, so people really need the solution I can offer them more than in the good times. I can really help my prospects big time right now. They need what I can offer them"*.

Or

*"There are so many cheap competitor products out there right now. They are being sold on price, but they don't offer the value for money solutions that I can offer. My clients*

*need to get the best value solution, not cheap and nasty products. I can really help my clients avoid these pitfalls".*

**Same market circumstances, different mindset** and this shift in mindset makes all of the difference.

**The Top 1% of sale performers also;**

- Avoid hanging around with negative people
- Don't read negative news reports or watch negative TV
- Don't waste their time watching TV at all, but instead invest the same time watching positive, educational video like TED Talks etc.
- They turn travel time into learning time by investing in and listening to, positive, educational, motivational audio programmes in their car, or while they are exercising etc
- They realize that investing their time and money into on-going personal and professional development and education, is one of the best investments they can make, and that this is the major key to creating a successful future. It also is very motivational.

We teach that..

**Your "Outer World" will ALWAYS be a REFLECTION of your "Inner World".**

Feed your mind positive thoughts and you will create positive outcomes.

The Top 1% of Sales Achievers realize this and **do this EVERY DAY.**

## 2. They take action daily to maintain a high level of good health and high energy levels and present themselves well

The average sales person doesn't even have the energy to get out of bed early, let alone throw themselves into a fast paced, action packed day filled with high pay off activities.

Instead they go to bed late, get up late, crawl out of bed, need coffee to get moving, and then limp through the day feeling exhausted until it's time for "happy hour", when the cycle begins again.

The Top 1% of Sales Achievers realize that **success comes from maintaining high energy levels and a fast pace.**

They get up early, exercise, eat a healthy breakfast and are into their day and at their first appointment, long before the average sales person is even out of bed.

They understand that how well they look after their physical health impacts on their mental health and motivation, and also is reflected in their own personal appearance and presentation.

**They realize that everything counts.**

Everything they do and say either adds to, or detracts from, the level of success they enjoy.

How they present themselves to their prospects and clients counts for a lot.

People judge us on our physical appearance when they first meet us. If their first impression is not a positive one, then this immediately places a psychological barrier between them and us, and detracts from our credibility.

If for example, we look like we don't look after how we dress and present ourselves, and our own personal health, then this sends a message at an unconscious level, that we will probably care for them in the same manner.

## **First impressions and personal image is very important.**

The Top 1% of Sales Achievers realize this, and look healthy, dress well (including shined shoes), and take care in their choice of brief case and personal accessories.

They realize that people notice things like cars, pens, pads, lap tops, iPads, mobile phones etc which are often a reflection of how a person feels about themselves.

We don't all have to drive Mercedes and BMWs to impress, but driving a clean, well presented car sends the right message.

If your car is not something you can be proud of right now, and you are a *"sales success story in lag"*, park it around the corner!! Don't laugh... people notice.

Everything counts when it comes to creating the image you want to project, and successful people like doing business with other successful people.

### 3. They take action daily to maintain a high level of product and industry knowledge.

The Top 1% of Sales Achievers know their products and services inside out, and back to front. They know their competitors products just as well.

They know what's happening in their industry at all levels, locally and internationally.

They don't leave this to chance. They study what's going on by researching on the Internet. They speak with colleagues, customers and prospects. They belong to associations. They participate in Webinars, they are on Linked In and other social media platforms, and belong to chat groups and Meet Up Groups.

They position themselves in their client's minds as a **"Leading Authority"** in their industry, the **"Go To Guy or Girl"** when someone wants to know something.

As a consequence, their credibility is high, their believability high, and they can build trust quickly and develop quality business and personal relationships.

**Also they are honest.** If they don't know something, they don't try to BS their way through a conversation. Instead they say, *"That's a great question, I don't know the answer YET, but I'll research this for you and get back to you asap. Would that be OK?"*

They then promptly do the research and get back to the person asap, realizing that this is actually an opportunity to demonstrate their reliability, their thoroughness and the fact that they really care.

## 4. They take action daily to maintain a high level of prospecting activity

The Top 1% of Sales Achievers know their future sales success is created by the prospecting they do today.

The average sales person abdicates their responsibility for prospecting, and relies solely on their company to provide them leads, which are often of dubious quality.

High sales achievers don't leave prospecting to others. **They take 100% responsibility for their own prospecting, and make their own "luck".**

They invest time and money into developing these skills and have well developed prospecting skills.

While they realize that a good website and the use of social media can generate leads, the real skill is in setting up face to face meetings, video conferences or phone meetings with prospects, to ascertain their prospect's situation and needs, before presenting a solution.

The ability to prospect, get to decision makers and set up meetings, also means they can deliberately target high quality prospects at the right level, rather than simply deal with leads that they may or may not be given.

The average sales person does very little, if any prospecting. They fear rejection and in reality they are rejected a lot.

If they make 50 cold calls (we suggest referral prospecting as an alternative) and they would be lucky to get 1 or 2 appointments.

**The Top 1% of Sales Achiever knows how to get at least a 50% conversion ratio** on phone calls to meetings.

They make 50 calls and get 25 or more meetings every time.

Because the pay off is high, they don't suffer from "call reluctance" and they are happy to prospect.

As a consequence they put themselves in front of far more good quality prospects, far more often. The knock on affect

is that they make far more sales presentations, and get far more orders than the average sales person.

They know that their success all begins with effective prospecting, and they have a permanent appointment with themselves in their diary every week for prospecting sessions.

The smart way is by telephone, because **all professionals work by appointments**, while “Reps” will just drop in, hoping that the person they want to see will drop everything and see them. That is crazy thinking!

The good thing about prospecting is that it is a skill, and like all skills, it can be learned and perfected. That is if the desire is high enough, and the commitment is high enough.

Top sales people are committed enough to develop whatever skills it takes to be consistently successful.

## 5. They know how to conduct a very professional sales interview and make a powerful persuasive sales presentation.

The Top 1% of Sales Achievers know that the purpose of their first meeting with a prospect is **not necessarily to make a sales presentation.**

It is to ask questions, build trust and rapport, and disturb their prospects enough about their current situation, that their prospect says, *"Hey I need to do something about this asap. What would you recommend that I do?"*

When you hear a prospect say that, you know they are now ready for your sales presentation.

The average sales person however doesn't understand this. Instead, more often than not, they will launch straight into a sales presentation which ends with a prospect saying, *"Great presentation, leave it with me, I'll think it over"*.

Some sales people know that asking questions is a good idea, but don't realize what a high achieving sales professional understands.

High achievers understand that these questions are not a random set of questions, but rather a carefully structured question asking sequence. A sequence that not only reveals their prospect's current situation, logical / left brain product needs, but also reveals their emotional / right brain personal needs and motivation.

They realize that all buying decisions are made to fulfill emotional needs, and then these decisions are justified with logic. Both needs must be uncovered.

They also realize that if they ask the right questions, in the right sequence, that their prospect will become unhappy or disturbed about their current situation enough, to now want to discuss a solution and probably want to buy asap to fulfill these needs.

When a prospects says, *“Leave it with me, I’d like to think it over”*, it’s mostly because they are not disturbed enough or motivated enough to buy yet.

High sales achievers also realize that if they ask the right questions, a prospect will sell themselves, and that they will not have to sell anything, simply facilitate the sale and delivery.

Again, the good thing about question asking and presentation skills, is that they can all be learned and perfected, IF the desire is high enough and the commitment is high enough.

Top sales people are committed enough to develop whatever skills it takes to be consistently successful, and this is one of those skill sets.

## 6. They know how to gain commitment from prospects.

The Top 1% of Sales Achievers know how to gain commitments from their prospects.

Not just the commitment to buy and place the order; but all of the tiny commitments along the way. Like a commitment to;

- The first meeting
- Providing answers to the sales professionals questions
- Have all decision makers involved right from the start
- Provide an quiet environment with no interruptions for all meetings
- Make a timely decision
- To pay promptly etc

The average sales person thinks that if they learn how to “CLOSE THE SALE” then they will be enormously successful.

This is a fallacy most likely perpetuated by American sales trainers preaching the 99 best ways to close the sale, during one of their seminars.

Top Sales Achievers realize that **it is more about knowing when to ask for a commitment** (close), than about how to ask for a commitment.

They realize that it's everything that has taken place beforehand in the sales process, that will determine if their prospect is ready to buy or not. It's not some clever tricky maneuver or words after their presentation that will get the sale.

Again the good thing about asking for a commitment and closing the sale is that it is a skill, and like all skills, it's a skill that can be learned and perfected... if the desire is high enough, and the commitment is high enough.

Top sales people are committed enough to develop their commitment and closing skills and all of the other important skills that move a sale towards a successful conclusion.

## 7. They know how to confidently handle objections when they come up

The Top 1% of Sales Achievers actually get fewer objections than the average sales person.

This is because they have professionally handled all of the other important aspects of the sales process before hand.

They have built trust and credibility. They have asked all of the right questions to understand their prospect's logical and emotional needs, then they have presented exactly the right solution which met those needs.

They have also anticipated all of the common objections that come up, and handled these during their presentation, so they don't come up at the end any more.

They also realize, that more sales are lost by sales people who fail to get to the real concern or objection, than for any other reason, and have done something about this.

They know that *"I'd like to think it over"* is not an objection. It is an excuse, which hides the real concern or objection.

**95% of sales people never get to the real concern**, never answer it, and as a consequence, miss out on sales every day.

These are sales that should be theirs. Then they repeat this over and over again, and console themselves by saying, *"The market is tough and people aren't buying"*.

This is not so. They are simply not buying from amateur sales people. Not understanding this is costing them a fortune.

Top Gun teaches a simple strategy for getting to the real objection without pressure or stress. It's called the **"Stair Step Method of Handling Objections"**.

Top Sales Achievers realize that they need strategies like this, and they invest time and money into developing these skills, because they realize that all skills that can be learned and

perfected... by those who have the desire to achieve at the highest possible level.

## 8. They know how to negotiate and do this well

The Top 1% of Sales Achievers understand that negotiating is something that we all do almost every moment or every day of our life.

It's a life skill and not just a business or selling skill.

They realize that the negotiating process begins immediately they meet a prospect for the first time, and sometimes it even begins a long time before this moment.

They understand that negotiating is not about hard-nosed attitudes and push and pull. It's all about knowing what the other person really wants, and then figuring out how to do that, so everyone gets what they want.

It's a big subject and a vitally important skill possessed by all high achieving sales and business people. In fact by anyone and everyone who wants to enjoy a happier life.

Again the good thing about negotiating is that it's a skill, and like all skills, it's a skill that can be learned and perfected, if the desire is high enough, and the commitment is high enough.

Top sales people are committed enough to develop whatever skills it takes to be consistently successful, and negotiating skills is one of these skill sets.

## 9. They understand the importance of having a well structured follow up system

The Top 1% of Sales Achievers understands that following up and following through after the sale is made, is one of the most important strategies and procedures to have in place.

It builds strong on-going relationships with clients, creates extra on-going business, and generates lots of high quality referred leads.

It shows how much you really care, and it simply makes good business sense.

This can be as simple as creating follow up emails, or using thank you cards and letters. Or sending small gifts like a bottle of wine, cinema tickets or even just a phone call or two at scheduled intervals. It makes an enormous difference.

Most sales people don't do this, and they are missing out big time.

**High sales achievers do this consistently** and on an on-going basis.

Some, (like Top Gun), even have a regular email newsletter or Blog Post where they share good ideas on a regular on-going basis to keep in touch with customers and prospects.

These SELL NOTHING but **simply provide on-going value** and show how much you value the relationship.

This follow up system however does recognize opportunities for future sales, and keeps track of buying cycles, re-order dates, replacement intervals etc, so the sales professional is reminded to be in touch when clients are about to make new buying decisions.

## 10. They have well structured Personal Management Systems in place

The Top 1% of Sales Achievers understands the importance of using their time effectively and never wasting a minute.

They understand that it is all about planning in advance and having systems in place that make them efficient.

They invest time and money into understanding and using leading edge technology to leverage their time and present a professional image to their clients, prospects and the outside world in general.

They invest in their own laptop computer if their company does not provide one. Similarly they own and use the latest smart phone (read that as iPhone!!), iPad, Apple Watch, Cloud CRM System, and any other technology to make them 100% efficient, and provide the very best customer service.

They also realize that having clearly defined personal and professional goals written down, with a written action plan for their achievement, is also an important part of their Personal Management System. They realize that goals without written plans, are simply wishful thinking.

They also understand the importance of **living a balanced life**, and their Personal Management System is designed to ensure that they do live their life in balance, and not neglect important dimensions such as their family, their personal relationships, their health, their financial and investment plans etc.

Again developing and maintaining a good Personal Management System it's a skill, and like all skills, it's a skill that can be learned and perfected, if the desire is high enough and the commitment is high enough.

Top sales people are committed enough to develop whatever skills it takes to be consistently successful and having a Personal Management System is one of these skill sets.

## Conclusion

So there you have it. The 10 things that Top Sales Producers do differently from the rest that make all the difference. They do not leave their success to chance. **They plan for it and live their life on purpose.**

They focus on and do all of these 10 things every day of their life because they know that is the only way to get into the Top 1% of Sales Achievers, and stay there.

The rewards are enormous for individuals who make this commitment to themselves and then live it.

Just about anyone could do it, but very few people actually do decide to commit to themselves and their family to invest the time, the money and the effort, to create the life that they truly want.

Instead they end up with the life they decide to settle for.

However as someone once said, ***“It’s never too late to get started to create the success and the life that you truly want”.***

All it takes is a decision.

We work with individuals who have made that decision, and show them how they can achieve their full potential, and join the Top 1%’ers and enjoy the good life.

If you are ready, call us.

We’d be happy to share these strategies in detail with you, and design a plan for you, to take you to where ever you would like to be.